

# **Global Fortified Edible Oil Market Size study, by Product Type (Palm Oil, Rice Bran Oil, Sunflower Oil and Others), by Micronutrient (Vitamin A, Vitamin D, Vitamin E and Others) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Fortified Edible Oil Market is valued approximately at USD 11.47 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 3.61% over the forecast period 2021-2027. Fortified edible oil is used to artificially increase the essential micronutrients to improve nutritional quality. The global fortified edible oil market is being driven by increase in the nutritional deficiencies such as vitamin D deficiency. For instance, according to the US National Library of Medicine data of 2018, the prevalence of Vitamin D deficiency in India is ranged from 40% to 99%, with most of the studies of 80%–90% in all the age groups. Also, according to the [cantonmercy.org](http://cantonmercy.org), in 2018, in USA around 42% of the US population was vitamin D deficient. Furthermore, the rising personal disposable income and favorable government initiatives in various regions are expected to drive the market. However, higher prices than the traditional oil may impede market growth over the forecast period of 2021-2027. Also, with the rising health awareness among the population and rising diseases in underdeveloped countries such as Bangladesh, Pakistan & others, the adoption & demand for fortified edible oil is likely to increase.

The regional analysis for key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World is considered for the global Fortified Edible Oil Market. Asia Pacific is the leading region across the world in terms of market share and is also anticipated to exhibit the highest CAGR over the forecast period 2021-2027 due to growing population, higher consumption of edible oils, growing health awareness among the citizens and enhanced living standards have stimulated product demand in

the region.

Major market player included in this report are:

Adani Wilmar  
Archer Daniels Midland Company  
Bunge Limited  
Conagra Brands, Inc.  
BASF SE  
Cargill Incorporated  
Nestle S.A.  
Ruchi Soya Industries Limited  
Liberty Oil Mills  
Lam Soon Group

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Palm Oil  
Rice Bran Oil  
Sunflower Oil  
Others

By Micronutrient:

Vitamin A  
Vitamin D  
Vitamin E  
Others

By Region:

North America  
U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Fortified Edible Oil Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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